

Kids Russia 2019: New Special Area and keen interest from trade visitors

The 13th Kids Russia has confirmed its position as an international trade fair for toys in Russia and Eastern Europe. 180 international exhibitors presented their innovative products and ideas at the Crocus Expo International Exhibition Centre in Moscow from 12 to 14 March 2019. Reflecting the diversity of the toy market, the event comprised twelve categories, including: sports and leisure products, wooden and electronic toys, dolls, cuddly toys, board games, festive articles, model construction, furniture and products for babies and toddlers. The trade fair was organised by GRAND EXPO, CJSC, a company owned by Spielwarenmesse eG and Russian toy manufacturers.

Boasting a large consumer base, Russia is an attractive market for export-led toy companies. Ernst Kick, CEO of Spielwarenmesse eG, explains: "As a business hub for the industry, Kids Russia gives companies a golden opportunity to present their products to a wide trade audience. We're making it possible for firms to gain a foothold in the growing Russian market." More than 10,000 trade visitors flocked to the three-day event to learn about the latest developments in the industry. Presented by the Spielwarenmesse, the new "Trends on tour" area generated plenty of interest, featuring the three main trends for 2019: "Ready, Steady, Play!", "The WOW Effect" and "Toys 4 Kidults". Associated products exemplified the trends for buyers and retailers. Two other special shows attracted plenty of footfall at Kids Russia. "What's new" shone a light on innovations, whilst the "Brand Product Gallery" featured striking examples of licensed products.

Exhibitors at the concurrent Licensing World Russia were, likewise, happy with their appearance in Moscow. The licensing trade fair gave market leaders, manufacturers and licensors the opportunity to discuss upcoming licensing themes and to forge new business contacts.

Further information on Kids Russia can be found at www.kidsrussa.ru/en.

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GRAND EXPO, CJSC

In 2008, Spielwarenmesse eG formed a trade-fair partnership in Russia to help export-led companies to tap into the important markets of Eastern Europe. The cooperative has since acquired a majority stake in the exhibition organiser GRAND EXPO, CJSC – a joint venture with Russian toy manufacturers – which stages Kids Russia and Licensing World Russia in Moscow. The annual trade fairs take place in March at the Crocus Expo International Exhibition Centre and are well received by leading buyers and retailers in Russia and other Eastern European countries.

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.